



## **A ONE DAY EXPERIENCE AND PERFORMANCE FOR YOUR THEATER**

**MAKE YOUR CUSTOMERS ROCK STARS FOR THE DAY**

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**"THE EXPERIENCE OF A LIFETIME!"**  
- PEOPLE MAGAZINE

The lights are low. The crowd is roaring. The theater is shaking. The opening act is about to take the stage...and the opening act is you! It's a daydream we've all had, and now, thanks to Rock 'n' Roll Fantasy Camp On Tour, it's become a reality.

Here's how it works...over the course of a day, attendees will go from being aspiring rockers to bona fide performers. First, participants will be assigned to a band based on their skill level. Throughout the morning and afternoon they'll get experienced instruction and insider tips from our amazing touring rockstar mentors. The Camp provides all musical instruments, and crash courses in everything from guitars to drums to that all-important rockstar vibe.

In the evening, each band will take the stage as the opening act for either a major touring artist or our allstar band in front of fans, friends and family.

## POTENTIAL GROSS REVENUE

$\$2,500.00 \times 100 \text{ campers} = \$250,000.00$

Camp spots/packages are sold through your website on a white-labeled page that we will provide you with. The camper signs up on this page, you collect the money through the website, and we collect the camper data such as their instrument, playing ability, etc. The event can be paid in full or a deposit can be made. We offer no refunds.

Ticket revenue to the final show TBA.

### ROCK CAMP POTENTIAL COUNSELORS INCLUDE:



Billy Sheehan (Mr. Big) • Britt Lightning (Vixen) • Gary Hoey  
Joel Hoekstra (Whitesnake) • Kip Winger (Winger)  
Mike Kroeger (Nickelback) • Rhonda Smith (Jeff Beck, Prince)  
Simon Kirke (Bad Company) • Teddy ZigZag (Guns 'N Roses)  
Tony Franklin (The Firm) • Vic Johnson (Sammy Hagar)  
Vinny Appice (Black Sabbath) • Rudy Sarzo (Quiet Riot)  
Stephen Perkins (Jane's Addiction)  
Eva Gardner (P!nk)

### PROMOTIONS

Radio Promotions  
Ticket Giveaways  
Print Ads  
Contests  
Tour Merch Giveaways  
Press Releases  
Autographed memorabilia  
... unlimited opportunities!

**DADP**  
DAY AFTER DAY PRODUCTIONS INC.

For Booking, Contact:  
[booking@dayafterdayproductions.com](mailto:booking@dayafterdayproductions.com)

### CAMPER SCHEDULE

8AM - 10AM: Band Formation, Buffet Breakfast  
10AM - 1PM: Band Rehearsals, Campers Jam with Celebrity Counselors  
1PM - 2PM: Up Close and Personal with Celebrity Musicians, Lunch  
2PM - 5PM: More band rehearsals, Campers Jam with Celebrity Counselors and prepare for the ultimate performance  
5PM - 5:45 PM: Dinner  
6PM: Showtime!  
8:30 PM: Major Rock Headliner Live in Concert





# ROCK CAMP

## NATIONWIDE ON DEMAND RELEASE

Summer camp meets *Spinal Tap* as we journey to Rock 'n' Roll Fantasy Camp, where dreamers from across America and around the world gather to shred with their heroes - and learn to rock like the legends.

Rock Camp is launching February 16, 2021, on all major streaming platforms including Apple TV, Prime Video, Google Play, iTunes, X-Box, Comcast, Spectrum, Roku, and others.

Rock Camp is directed/produced by Doug Blush, who's worked on 100+ documentaries, including Oscar winners *20 Feet from Stardom* (2014), *ICARUS* (2017), *Period. End of Sentence.* (2019), as well as more than a dozen Emmy, Grammy, and Sundance winners.

**"I COULDN'T TURN IT OFF!"**  
— Bob Lefsetz, *The Lefsetz Letter*

 **94%** **Rotten Tomatoes**

ASK YOUR AGENT FOR A LINK  
TO WATCH THE FILM FOR FREE

 **iTunes**  **prime video**

**DIRECTV**

**DADP**  
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